



Convenience TV's Advertising Deal With the CW Network for WWE Smackdown

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LOS ANGELES, CA -- (Marketwire) -- 07/22/10 -- Convenience TV Inc. (OTCBB: CRPZ) announces that their initial advertising contract promoted the very popular TV show WWE 'Friday Night Smackdown' on national television's The CW Network.

Mr. Norman Knowles, President and CEO, said: "It was gratifying to complete our first advertising contract with such a high-profile network show like 'Smackdown.' Additionally, it shows how important our network can be as an advertising vehicle, not only for retail products found in the locations carrying our network, but also for non-related companies that wish to generate awareness for their products whether those are automobiles or entertainment."

The ads were placed during ratings sweeps to help increase The CW's viewership for the program. The ad campaign aired on Convenience TV's C-Store Network. Thirty second commercials promoting viewership ran during a 40 day period. The commercials detailed the premiere and launch of 'WWE Friday Night Smackdown.' The CW Commercials ran in Los Angeles and Chicago highlighting the local CW affiliate carrying the show.

About the CW Network:

The CW Network was formed as a joint venture between Warner Bros. Entertainment and CBS Corporation. The CW is America's fifth broadcast network and the only network targeting women 18-34.

About WWE:

World Wrestling Entertainment, Inc. is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly, PG content across all of its platforms including television programming, pay-per-view, digital media and publishing. WWE programming is broadcasted in more than 145 countries and 30 languages and reaches more than 500 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Chicago, London, Shanghai, Tokyo and Toronto.

About Convenience TV Inc.:

Convenience TV is focused on the Convenience Store Industry and provides their clients with an "in-location" TV network. The Network is designed to deliver both entertaining content and targeted advertising on a demographic basis to each retail location. In addition, the Network delivers promotional advertising tied to products within the retail location. The programming can be up-dated quickly and is tailored to meet the specific client's need for increased sales, customer enjoyment and brand reinforcement.

Safe Harbor Statement:

Except for historical information contained herein, the matters set forth above may be forward-looking statements that involve certain risks and uncertainties that could cause actual results to differ from those in the forward-looking statements. Words such as "anticipate," "believe," "estimate," "expect," "intend" and similar expressions, as they relate to Convenience TV or its management, identify forward-looking statements. Such forward-looking statements are based on the current beliefs of management, as well as assumptions made by and information currently available to management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors such as the level of business and consumer spending, the amount of sales of Convenience TV's products, the competitive environment within the industry, the ability of Convenience TV to continue to expand its operations, the level of costs incurred in connection with Convenience TV's expansion efforts, economic conditions in the industry and the financial strength of Convenience TV's customers and suppliers. Convenience TV does not undertake any obligation to update such forward-looking statements. Investors are also directed to consider all other risks and uncertainties.

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